



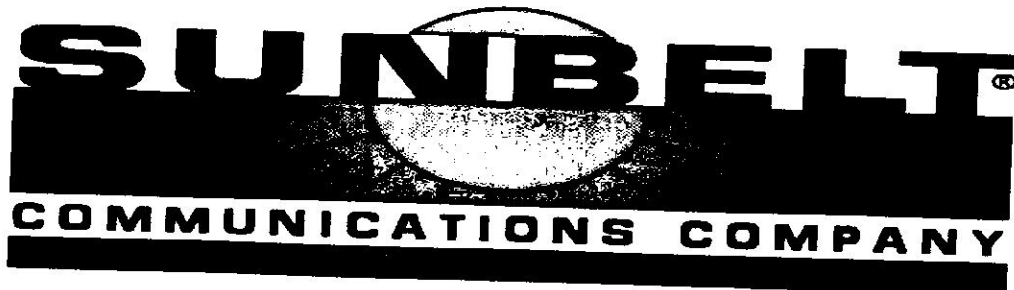
EXHIBIT Q

Self-Assessment of FCC EEO

Annual Report

For Reporting Year

2009 - 2010



SELF ASSESSMENT ON FCC EEOC ANNUAL REPORT

EMPLOYEE ASSESSING	Carrie Walker	DATE	6/1/10
POSITION-TITLE	Business Manager	DEPT	G&A
STATION EVALUATING	KENV		
FCC EEOC ANNUAL REPORT EVALUATION-PERIOD	05/22/09	THRU	05/21/10

Process Evaluation

(Attach any tools used to support your efforts)

1. **Efforts made in widely dissemination job postings to bring in a diverse pool of applicants.**
 - A. Summer of 2009 it was decided to bring on a third party job posting distribution company, Broadcasting Compliance Services. A list of posting locations was emailed to Robin Cooper, at BCS. She added our list to their distribution data base. Their system is an email distribution so we continue to fax to the State of Nevada Employment Office and post directly to those facilities that do not accept posting via email (such as University & various job hunting websites). Ongoing review of local posting locations will continue throughout the year. Main local posting locations are State of Nevada Employment Office, our Website along with posting on local University and Community College websites.
2. **Efforts made to review interviewed pool to analyze if selected applicants are from a wide variety of recruitment sources.**
 - A. Elko is a very small community of less than twenty thousand residence. KENV employs only five full time employees. FCC report year we only had three positions posted, P/T Video Editor, All Platform Journalist & Account Executive and only received sixteen resumes. Resource referrals given were definitely from a variety of venues so it definitely seems we are distributing postings widely enough to reach interested parties but the market is so very small only a handful of qualified applicants would accept the wage range allowed in this small market.

Considering the location and market, we feel the distribution of postings is more than can be expected. We do local, regional and national posting to help bring a variety of qualified applicants.

3. **Efforts made to notify organizations helping job seekers to request to be notified on each job opening.**

- A. We have had no requests this report year from organizations asking to be notified when jobs are posted. For this reason, we have prepared a TV Promo to run at least twice a week letting organizations know we accept requests to be notified so they may help those who go through their organization for employment search.

4. **Efforts made in educating hiring managers, employees and applicants on our EEO program.**

- A. Our Operations Manager in Elko is responsible for all hiring at our Elko Station. We keep him informed of FCC EEOC requirements by phone calls, emails, EEOC Newsletters and recently we provided each manager with training material from an EEOC webinar for their ongoing EEOC awareness program.

Our hiring documents are connected to an applicant log so the hiring manager is aware of the information related to the applicants interviewed (i.e. referral sources and requirement to make Human Resources aware of applications received directly). No one is allowed to interview an applicant unless the application has been logged with referral source under position applicant has applied. Every effort is made to constantly make hiring managers aware of possible trends and areas that may need to be adjusted.

All of our postings state, in bold, our company's EEO policy, "**RUBY MOUNTAIN BROADCASTING COMPANY AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER. This employer does not discriminate on the basis of sex, age, race, color, religion, handicap, national origin, marital or veteran's status.**"

All of our station's open jobs are posted on the break room job board for staff to review for possible promotions. With the immediate job board posting, staff generally has access to the current job postings at least two days before seen by the general public.

5. **Identifying problem areas. What areas need most improvement?**

- A. Nevada being one of the hardest hit in the economic downturn, it seems many qualified Television industry applicants are hesitant to move to or stay in an extremely small market along with the lower wage range allowed in a Station of five employees. Due to this situation, it seems that many of the interviewed applicants are found by a verbal referrals and/or it takes months to find and fill a Television related position.

Need to work with Broadcasting Compliance Services to find more community locations to post jobs. For the amount of unemployed people in the State of Nevada, the ratio of applicants from this area is extremely low.

We will be concentrating on the access for University and Community College students to participate in our internship programs in the next report year along with our visits to our local K-12th schools to encourage continuing education.

6. Progress since last assessment.

- A. Using the third party posting system, Broadcast Compliance Services, has increased the amount of posting locations immensely though the applicants are not always specifying the referral sources.

We've added a variety of supplemental recruitment activities to continue community awareness of employment opportunities, doing more than two activities a year. Our staff has been proactive in participation and has brought new ideas to the forum. Staff involvement has facilitated the understanding for the need for equal employment opportunities and diverse workforce.


Prepared by:

6-1-2010
Date